Claims

1.   (Currently Amended) A method of enabling at least one user to manage a plurality of animals from birth to death, said method comprising:

electronically detecting ~~each~~ one or more animals of said plurality of animals;

electronically identifying ~~each~~ one or more detected animals of said plurality of ~~detected~~ animals;

collecting information on said plurality of animals in a database, wherein at least a portion of said collection occurs automatically based, at least in part, on said electronic detection;

processing at least a portion of said collected information; ~~and~~

providing access to said collected and said processed information in said database, said user managing said plurality of animals based, at least in part, on said accessed data; and

providing at least a portion of said collected information to one or more components configured to perform benchmarking of the provided information.

2.   (Original) The method of claim 1 further comprising:

providing a second user of said at least one user with access to said collected and said processed information in said database when said second user purchases said plurality of animals.

3.   (Currently Amended) A system of enabling at least one user to manage a plurality of animals from birth to death, said system comprising:

a server;

a plurality of computers coupled to said server;

a central database coupled to said server; and

a plurality of electronic devices coupled to at least one of said plurality of computers that are capable of detecting and identifying said plurality of animals;

wherein said server is configured to:

electronically detect ~~each~~ <u>one or more animals</u> of said plurality of animals;

electronically identify ~~each~~ <u>one or more animals</u> of said plurality of detected animals;

collect information on said plurality of animals in said database, wherein at least a portion of said collection occurs automatically based, at least in part, on said electronic detection;

process at least a portion of said collected information; ~~and~~

provide access to said collected and said processed information in said database, said user managing said plurality of animals based, at least in part, on said accessed data<u>; and</u>

<u>provide to said user benchmarking data based on at least a portion of said collected</u> <u>information</u>.

4.   (Original) The system of claim 3, wherein said server is further configured to:

provide a second user of said at least one user with access to said collected and said processed information in said database when said second user purchases said plurality of animals.

5.-40. (Canceled)

41.   (Currently Amended) A method of enabling at least one user to track at least one individual animal out of a plurality of animals from birth to death, said method comprising:

electronically detecting an animal to be tracked;

electronically identifying said detected animal;

operating a plurality of sensing devices to collect information on said detected animal;

storing said collected information in a central database; ~~and~~

providing said user with access to said collected information in said database; and

providing at least a portion of the collected information to one or more components configured to perform benchmarking based on the provided information.

42.   (Original) The method of claim 41 further comprising:

providing a buyer with access to said collected information in said database when said buyer purchases said plurality of animals.

43.   (Original) The method of claim 41, wherein said operating a plurality of sensing devices comprises:

operating an ultrasound device.

44.   (Original) The method of claim 41, wherein said operating a plurality of sensing devices comprises:

operating an image capturing device.

45.   (Original) The method of claim 41, wherein said operating a plurality of sensing devices comprises:

operating a weighing device.

46.   (Original) The method of claim 41, wherein said operating a plurality of sensing devices comprises:

operating a temperature sensing device.

47.   (Original) The method of claim 41, wherein said operating a plurality of sensing devices comprises:

operating a height sensing device.

48.   (Original) The method of claim 41, wherein said operating a plurality of sensing devices is performed automatically.

49.   (Original) The method of claim 41 further comprising:

processing at least a portion of said collected information.

50.   (Original) The method of claim 49 further comprising:

predicting future trends based, at least in part, on said collected information.

51.   (Original) The method of claim 49 further comprising:

providing said user with an assessment of a livestock operation based, at least in part, on said collected information.

52.   (Canceled)

53.   (Previously Presented) The system of claim 3, wherein said server is further configured to:

provide a buyer with access to said collected information in said database when said buyer purchases said plurality of animals.

54.   (Previously Presented) The system of claim 3, wherein said server is further configured to:

operate an ultrasound device.

55.   (Previously Presented) The system of claim 3, wherein said server is further configured to:

operate an image capturing device.

56.-214. (Canceled)

215.   (Currently Amended) A method of enabling a user to manage a plurality of animals, said method comprising:

enabling a plurality of consumers to enter attributes relating to an individual animal of said plurality of animals;

collecting said entered attributes in a central database;

analyzing said collected attributes using ~~an expert~~ a software system to generate an analysis;

providing said user with access to said analysis, said user managing said plurality of animals based at least in part on said analysis;

presenting said user with a plurality of product alternatives based, at least in part, on said analysis; ~~and~~

said collecting comprising collecting marketing information related to said animal product; and

providing at least a portion of said collected attributes to one or more components configured to perform benchmarking based the provided collected attributes.

216.-217. (Canceled)

218.   (Original) The method of claim 215, wherein said product alternatives include discontinuing said product.

219.-222. (Canceled)

223.   (Currently Amended) A method of enabling a first user to manage information

relating to a plurality of animals, said method comprising:

receiving a first communication from said first user, said communication requesting entry

of animal attribute information into a central database;

in response to said first communication, assigning an access indicator to said information;

entering said information into said central database;

receiving a second communication from a second user having an access code which

requests information in said central database;

in response to said second communication, determining which access indicator from a

plurality of access indicators is associated with said requested information;

limiting the quantity of requested information to be provided to said second user based on

said associated access indicator and said access code of said second user;

providing at least a portion of the requested information to a component configured to

generate benchmarking information; and

automatically communicating inputted information to said second user.

224.   (Original) The method of claim 223, wherein said indicator is selected from the

group consisting of private and privileged.

225.   (Currently Amended) The method of claim 223 further comprising:

allowing said first user to receive a notification when said inputted entered information

has been entered in a into said central database.

226.   (Canceled)

227.   (Currently Amended) The method of claim 223 further comprising:

allowing said <u>first</u> user to select a portion of said inputted information to communicate to

said ~~another~~ <u>second</u> user.

228.   (Currently Amended) The method of claim 223 further comprising:

providing ~~the~~ <u>said second</u> user with ~~the capability~~ <u>a software component configured</u> to

view a report <u>for at least a portion</u> of said ~~accessible~~ <u>requested</u> information.

229.-234. (Canceled)

235.   (New) The method of claim 1, further comprising generating a medical database

record for at least one animal of said plurality of animals, wherein the medical database record

comprises a description of an illness with which the at least one animal has been diagnosed.

236.   (New) The method of claim 1, further comprising generating a medical database

record for at least one animal of said plurality of animals, wherein the medical database record

comprises a description of a medication prescribed for the at least one animal.

237.   (New) The method of claim 1, further comprising associating at least one animal

of said plurality of animals with a livestock certification system.

238.   (New)   The method of claim 237, further comprising determining whether the at least one animal of said plurality of animals meets one or more standards associated with the livestock certification system.

239.   (New)   The method of claim 1, further comprising sorting said plurality of animals based on one or more characteristics.

240.   (New)   The method of claim 1, wherein at least one of said collected information and said processed information comprises genetic information.

241.   (New)   The system of claim 3, further comprising an environmental management system.

242.   (New)   The system of claim 3, wherein the server is further configured to provide access to a risk management tool.

243.   (New)   One or more computer-readable media comprising instructions configured to cause a computer to execute a method, the method comprising:

electronically detecting one or more animals of a plurality of animals;

electronically identifying one or more detected animals of said plurality of animals;

collecting information on said plurality of animals in a database, wherein at least a portion of said collection occurs automatically based, at least in part, on said electronic detection;

processing at least a portion of said collected information;

providing access to said collected and said processed information in said database, said

user managing said plurality of animals based, at least in part, on said accessed data; and

providing at least a portion of said collected information to one or more components

configured to perform benchmarking of the provided information.